

2022-2023

Sponsorship
Package

QUEEN

Queens Fashion Industry Network



www.queensfashionindustrynetwork.com

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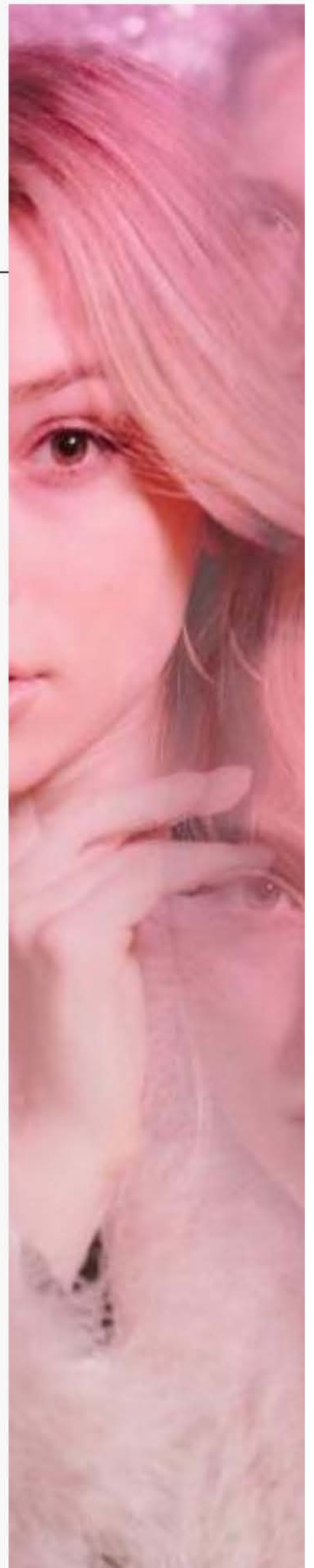
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PRESIDENT'S LETTER

The Queen's Fashion Industry Network is proud to have created a brand which is known as the premier fashion club on campus. QFIN aims to cultivate a community through fashion by teaching students about the industry, informing them about various career opportunities and by providing students with the resources they need to be successful in the industry. Year after year we have surpassed our expectations for the club and have been able to provide students with quality opportunities to learn more and gain meaningful connections. It would not have been possible without the support of our corporate partners.

As an incubator for ideas, conversations, and opportunities, our conference will educate delegates on the multi-faceted world of fashion through keynote presentations, panel discussions, networking sessions, and workshops. To create the most value for delegates and sponsors alike, our hardworking executive team is highly motivated to customize all partnerships. By developing unique experiences at the conference, we aim to foster delegate and sponsor engagement both during the conference and throughout the rest of our events.

On behalf of the entire executive team, we would like to thank you for your time in reviewing our proposal. We look forward to learning more about your company and its role in supporting the future of the fashion industry by becoming a QFIN 2021 partner.

Sincerely,

*Maddy Spriet +
Lauren Benchetrit*

Co-Presidents, Queen's Fashion Industry

ABOUT US

The Queen's Fashion Industry Network is an organization aimed at providing students with opportunities to learn new skills and develop their networks within the fashion industry. We provide students with a platform to pursue their education and curiosity within the global fashion world.

Through workshops, networking events, membership meetings and our annual QFIN Conference, we are able to help students prepare for a career in fashion. These events not only help students learn more about the industry and fine tune their skills but also provide a stepping stone for them to develop relationships in the industry. These events and creative outlets, especially our QFIN Conference, Catalogue, and Editorials allow us to create spaces where we can generate new ideas, opportunities and conversations about fashion that students could benefit from.



The Queen's Fashion Industry Network is interested in building unique relationships with a diverse group of professionals who share our vision. By partnering with the Queen's Fashion Industry Network, you would be taking a step forward in educating fashion-minded individuals on the hard work, dedication, and passion that lies within the industry.



Q F I N

Queen's Fashion Industry Network

OUR VALUE PROPOSITION

QFIN

Queen's Fashion Industry Network



Creating Unmatched Value.

QFIN is committed to creating maximum value to both your brand and our delegates. Our goal is to have our events reflect the innovative and dynamic nature of the fashion industry. This year we aim to host our conference in person, but are prepared to adapt where necessary as safety is a top priority. Both our in-person and online conferences have proved valuable to our partners in the past. Our catalogue offers space for sponsored content made in collaboration between your brand and QFIN.

Recruitment of High Calibre Students.

QFIN's corporate partners have the opportunity to engage with passionate students of all years and faculties. This year, QFIN will be extending applications to other top universities in Canada. Through our screening process, your company will be exposed to only the brightest and driven students around the country. Additionally, all our partners will receive exclusive access to QFIN's delegate resume book to aid in finding the students best aligned with your company's needs.

QFIN

Queen's Fashion Industry Network

OUR VALUE PROPOSITION

Strengthening your Brand.

Our priority is to create a positive platform for your company to showcase its role in the global fashion industry. The conference is an opportunity for your brand to differentiate itself from its competitors. Partners are invited to send representatives to participate in various events where they will have the opportunity to share the unique strengths of their firm to our members. Through promotional collaborations and materials, your company can create meaningful connections and build upon your brand loyalty with the Queen's and QFIN community.



Micro-Influencer Advantage

Micro-influencers and smaller creators have 22.2x higher conversion rates and more trust from the audience. Using our social media platforms such as Instagram, Facebook and our blog, we advertise your company's products and services to the student body. Through product contributions from your company tied with QFIN's strong brand recognition, we are able to instill a prominent influence on the younger generation not only to the students at Queen's University, but students nationwide.



QFIN'S PAST SPONSORS

Over the past four years, QFIN has partnered with multiple brands and companies.

Together, we have strived to be the gateway for our valued members to experience and enter the fashion industry while creating bigger brand awareness for the sponsors amongst the large student body at Queen's. The following are past sponsors of QFIN



SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

In Kind Sponsorship

We are excited to be hosting our first in-person conference in two years. For this reason, we are looking to obtain in-kind sponsorship for the delegate bags and to raffle off, as well as any monetary sponsorship willing to be provided . Examples of in-kind items include coupons, gift cards, sample products, etc. These gifts will not only generate interest but may also leave lasting impressions on our delegates. Your logo will be included on all QFIN promotional materials throughout the conference. This will give your brand exposure to top-tier students and future fashion industry leaders.



Networking

The main goal of QFIN is to connect our members and delegates with the fashion community, and provide them with resources and career information. We would love for you to lend your experience and knowledge to the QFIN community by possibly speaking at an event, participating in our networking sessions or just allowing QFIN members to contact you with questions.



Q F I N

Queen's Fashion Industry Network



QFIN X PARTNER

QFIN is looking to broaden its scope of events and editorial photoshoots this year, by partnering with brands and companies who want to work with the and align with the QFIN brand.

QFIN plans multiple photo shoots throughout the year, each highlighting a unique theme. We would love to collaborate with a partner and highlight their brand through the eyes of QFIN's creative team. We are always open to clothing donations or loans. Exposing students from the Kingston and Queen's community to your brand, drawing major attention and awareness to your company.

CATALOGUE SPONSOR- SHIP

Our first ever QFIN Catalogue that will be released in early 2023, after our annual conference. The catalogue aims to highlight all of QFIN's accomplishments throughout the year. Featured content will include some of our favourite photoshoots, select blog posts, our annual conference recap and more. We plan to deliver the catalogue in the form of a downloadable PDF, as well as printing around 100 copies.

We are looking for potential sponsorship opportunities for this new catalogue, in the form of ads that would be spread throughout the catalogue itself. This will allow your brand to reach a wide audience of like-minded individuals who also share a passion for fashion, not only at Queen's University, but nationwide. The ad itself will be placed and designed based on what your company would like to advertise, in collaboration with our team.

CONTACT US

SPONSORSHIP TEAM

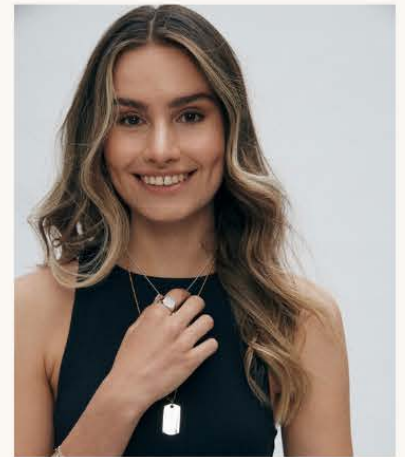
SPONSORSHIP.QFIN@GMAIL.COM



SPONSORSHIP COORDINATOR
Meghan Green



SPONSORSHIP DIRECTOR
Caitlin Parkes



SPONSORSHIP COORDINATOR
Charlie Murphy

THANK YOU!

We thank you for considering QFIN as a valuable partner in sponsorship for your brand in the upcoming 2021-2022 year. To learn more about sponsorship opportunities with the Queens Fashion Industry Network, please contact any of our sponsorship executives, Caitlin Parkes, Charlie Murphy and Meghan Green. We will be happy to have the opportunity to further discuss opportunities available for your company for our upcoming events and QFIN. We hope our sponsorship package helps you understand the vision for the Queens Fashion Industry Network and our dedication to creating valuable and memorable experiences to all of our sponsoring companies.